MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

DBS5644 – FUNDAMENTALS OF MARKETING

(All sections/Groups)

16 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages with 2 sections.
2. Attempt **ALL** questions in Section A and B. The distribution of the marks for each question is given.
3. Please write all your answers for Section A and B in the Answer Sheet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Sony Group Corporation obtains their new product by purchased all Ericsson Inc. assets and ownership equity. Which of the following is the most appropriate to explain this situation?
   A. Proposition.
   B. Acquisition.
   C. Specialisation.
   D. Commercialization.

2. Mr. Aqwam team would like to establish some ideas for their company's new product from internal sources. Which of the following is considered as internal source?
   A. Supplier.
   B. Government.
   C. Marketing department.
   D. Marketing research firms.

3. Mr. Wan Mohd Adli presenting a detailed version of a new product idea stated in meaningful customer terms to his head of Marketing Department. Mr. Adli is currently involving in which stage of new product development process?
   A. Idea screening.
   B. Commercialisation.
   C. Product development.
   D. Concept development and testing.

4. Mr. Mohd Riduan offers hybrid type motorcycle and targeted in Kelantan. After few years of operation, he faces an increasing in profit and rapid market acceptance among the customers. Which stage in the product life cycle is associated with the scenario?
   A. Growth.
   B. Decline.
   C. Maturity.
   D. Introduction.

5. Izzat Izzati & Son Sdn. Bhd is currently reducing various costs such as material and equipment, maintenance, advertising, and sales force to ensure the sales hold up. This can be classified as _____ stage.
   A. growth
   B. decline
   C. maturity
   D. introduction

6. Which of the following is **TRUE** about good-value pricing?
   A. The sum of the fixed and variable costs for any given level of production.
   B. Charging a constant everyday low price with few or no temporary price discounts.
   C. Offering just the right combination of quality and gratifying service at a fair price.
   D. Charging higher prices on an everyday basis but running frequent promotions to lower prices temporarily on selected items.

Continued ...

7. Huawei Technologies recently released a new and expensive PRISM+ 4K Smart TV in the market. The company justifies the high price by claiming that it is highly infinity screen provides an immersive experience, with a high-class stainless metal frame and base. Which of the following pricing strategies is most significant?
   A. Target pricing.
   B. Markup pricing.
   C. Cost-based pricing.
   D. Value-based pricing.

8. Pricing will be different in every type of market. A market which available with a few large sellers like Malaysia Airline, Air Asia, My Airline and Malindo Air are always alert and responsive to competitors' pricing strategies and marketing moves. According to the case, which of the following is most significant type of market?
   A. Pure monopoly.
   B. Pure competition.
   C. Oligopolistic competition.
   D. Monopolistic competition.

9. Wall's Malaysia setting a low price for a its new ice cream to attract a large number of buyers and a large market share. This new pricing considered as _____ pricing.
   A. by-product
   B. product line
   C. market skimming
   D. market penetration

> Mrs. Hasanatul Jalaliyyah received a promotional pamphlet from YouDin Family Store. She was excited since most of the products were offered in lower price. Unfortunately, she realised that the price is not available and differ as promoted.

Statement 1

10. Statement 1 above is an example of public policy issue in pricing. Which of the following is most correlated?
    A. Pricing fixing.
    B. Predatory pricing.
    C. Deceptive pricing.
    D. Price discrimination.

11. Apple Inc. created IPod and sells music through iTunes that make music available for use or consumption by the consumer. Which of the following best describe Apple Inc.?
    A. Business channel.
    B. Marketing channel.
    C. Distributor channel.
    D. Organizational channel.

Continued ...

12. The following items are referring to how channel members add value **EXCEPT**_____.
    A. contact
    B. risk taking
    C. negotiation
    D. investment

13. Which of the following companies uses a direct marketing channel?
    A. Maybelline sells its cosmetics exclusively through Watsons Retail Store.
    B. Fishhooks, manufactures fishing equipment that ships to hobby stores worldwide.
    C. Sensodyne, manufactures dental products that it distributes only to selected stores.
    D. Living Cabin, sells Christmas ornaments to customers via its online click-to-order catalogs.

14. Channel members are connected by several types of flows such as physical flow of product, flow of ownership, payment flow, information flow and _____ flow.
    A. price
    B. place
    C. promotion
    D. organization

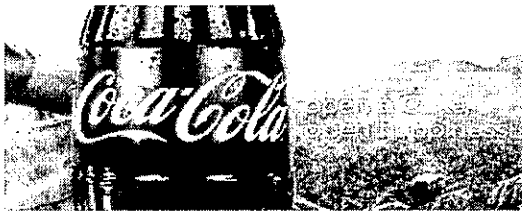
15. Sri Budi Sdn.Bhd is a wholesaler which acquired products from producer are involves in disagreement over goals, roles, and reward. Which of the following is most significant?
    A. Chanel conflict.
    B. Attitude conflict.
    C. Behavior conflict.
    D. Misunderstanding conflict.

16. Discount, coupons, displays, and demonstration are good examples of _____ used by companies as a short-term incentive to encourage the purchase or sale of a product or services.
    A. advertising
    B. sales promotion
    C. product introduction
    D. product communication

17. Most companies are adopting the concept of _____, which carefully combines and coordinates the company's many communication channels to deliver a clear, consistent, and compelling message about the organisation and its brands.
    A. buzz marketing
    B. vertical diversification
    C. integrated marketing communications
    D. non-personal communication channels

Continued ...

18. A consumer is reading a magazine with an advertisement, but due to a loud sound he is distracted from reading the advertisement and is not able to grasp its key points. In the context of the communication process, this unplanned static or distortion is called _____.
    A. noise
    B. encoding
    C. feedback
    D. response



Picture 1

19. Picture 1 above is an example of an effective marketing communication. This message is an attempt to stir up motivation to purchase the product. In your opinion, which of the following is most suitable?
    A. Moral appeal.
    B. Rational appeal.
    C. Sensitive appeal.
    D. Emotional appeal.

20. _____ involves cultivating opinion leaders and getting them to spread information about a product or a service to others in their communities.
    A. Public relations
    B. Opinion leader
    C. Buzz marketing
    D. Indirect marketing

(Total: 20 marks)

Continued ...

SECTION B: Structured Questions (80 Marks)

QUESTION 1

Petronas to deploy low carbon solutions

KUALA LUMPUR: Petroliam Nasional Bhd (Petronas) has joined forces with United Nations Global Compact Network Malaysia and Brunei UNGCMY&B at the recent GO ESG Asean Corporate Sustainability Virtual Summit 2020 with an ultimate objective to position sustainability at the core of business recovery efforts and zero carbon emissions 2050 declaration in October. Petronas group vice-president (health, safety, security and environment) Dzafri Sham Ahmad said, Petronas strategy was planned to continue minimising the impact of its carbon footprint in existing and future operations and deploy more low carbon solutions technologies. "We believe there are opportunities in growing our low-carbon portfolio and increasing circularity in our resource consumption to optimise costs. "We are already seeing positive results through efforts that we have put in two decades ago to reduce emissions. Over the same period, our technology strategy also delivered improved efficiencies," he said. Meanwhile, UNGCMY&B executive director Faroze Nadar said the shift in focus from restarting to reimagining business was an opportunity to make way for a new, environmentally friendly economy "in the creation of the world we want". "The summit is indeed timely as it presents a platform for small and medium enterprises and corporates within Asean to come together and demonstrate climate leadership." — Bernama.

Adapted Source: https://www.thestar.com.my/business/business-news/2020/12/03/petronas-to-deploy-low-carbon-solutions

Answer the following questions based on the article above.

(a) Article above is relatively shows a response toward social responsibility and practicing a good ethics in business operation. What is the ultimate objective that Petronas attempt to do? (2 marks)

(b) According to the article above, provide **FIVE (5)** environmental sustainability strategies plans by Petronas. (5 marks)

(c) Sustainable marketing required special action from the business. State the **FIVE (5)** sustainable marketing principles that Petronas could emphasis to achieve the mission. (5 marks)

(d) In your opinion, if Petronas successfully implemented their plan, list and briefly explain **FOUR (4)** benefits to the society's life? (8 marks)

(Total: 20 marks)

Continued ...

QUESTION 2

> Advertising is a promotional activity which aims to sell a product or service to a target audience. It is one of the oldest forms of marketing which attempts to influence the actions of its target audience to either buy, sell, or do something specific. Using a *highly tailored message,* the advertisement can be niche (targets a small audience) or general (targets a large audience).

Statement 2

(a) According to Statement 2 above, define advertising. (2 marks)

(b) Informative advertising is one of the advertising objectives used to communicate products or services. State any **FIVE (5)** conditions when should a company use an informative advertising? (5 marks)

(c) Highly tailored message enables a company to attract and influence their target audiences. Briefly explain any **FIVE (5)** messages execution styles can be applied by a company. (10 marks)

(d) Mr. Amir realised that his business's profit remains no change even after he use television as medium of communication. Provide any **THREE (3)** limitations of television in advertising. (3 marks)

(Total: 20 Marks)

QUESTION 3

> Personal selling is well known as direct selling in which one person who is the salesman tries to convince the customer via his or her skills and abilities to make a sale. Salespeople are an effective link between the company and its customers to produce customer value and company profit.

Statement 3

(a) According to the Statement 3 above, state **THREE (3)** natures of personal selling on how they produce profit to the company. (3 marks)

(b) There are six major steps in sales force management. Briefly explain **THREE (3)** designs of sales force structure. (6 marks)

(c) To attract good salespeople, a company must have an appealing compensation plan. List **FOUR (4)** elements of compensating salespeople. (4 marks)

(d) Illustrate in a graphical form the steps in the personal selling process. (7 marks)

(Total: 20 marks)

Continued ...

QUESTION 4

(a) Define competitive advantage. (2 marks)

(b) Companies can identify their competitors from an industry point of view. Identify **THREE (3)** definitions associated with competitors. (3 marks)

(c) Most competitors are good competitors in which act ethically without destroying other company. However, some of them trying to ruin others. Briefly explain bad competitors and provide any **TWO (2)** examples of unethical activity done by bad competitor. (4 marks)

(d) Briefly explain **FOUR (4)** basic competitive positioning strategies by Michael Porter's. (8 marks)

(e) List the **THREE (3)** types of need for balancing customer and competitor orientations in becoming a truly market-centered organisation. (3 marks)

(Total: 20 marks)

End of Paper